CLAIMS

1. A method of providing an electronic marketing presentation, comprising:
displaying a marketing object container;
associating an attribute with the marketing object container; and
selecting at least one marketing object for being associated with the marketing object container.

2. The method of claim 1, further comprising displaying a marketing object container icon, wherein an option associated with the marketing object container is presented when the icon is selected.

3. The method of claim 1, further comprising presenting a plurality of attributes to associate with the marketing object container.

4. The method of claim 1, further comprising presenting a plurality of marketing objects that are compatible with the selected attribute.

5. The method of claim 1, further comprising associating a style template with the marketing object container.

6. The method of claim 5, further comprising filling in an object into the style template.

7. The method of claim 1, further comprising associating an item with the attribute.

8. The method of claim 1, further comprising selecting a style for the marketing object container.

9. The method of claim 1, further comprising associating a feature with the marketing object container.

10. The method of claim 9, wherein the feature is a cross sell.

11. The method of claim 9, wherein the feature is an up sell.

12. The method of claim 9, wherein the feature is a product literature.

13. The method of claim 9, further comprising associating the at least one marketing object with the feature.

14. The method of claim 1, wherein the marketing object container is dynamically associated with the attribute.

15.   The method of claim 1, wherein the marketing object container is dynamically associated with the marketing object.

16.   The method of claim1, wherein a plurality of marketing objects are selected to be associated with the marketing object container, and wherein the attribute determines which of the selected marketing objects is associated with the marketing object container at a particular time.

17.   The method of claim 16 wherein the selected marketing objects are associated with the marketing object container according to a schedule.

18.   The method of claim 16 wherein the selected marketing objects are inserted in the marketing object container based on a second marketing object of a second marketing object container.

19.   The method of claim 1, wherein the at least one marketing object is displayed after it has been approved.

20.   The method of claim 1 wherein the at least one marketing object is to be associated with the marketing object container based on a second marketing object of another marketing object container.

21.   A method of creating a marketing presentation in a display medium, comprising:
        defining the location and size of a marketing object container in the display medium;
        associating a marketing attribute with the marketing container, the marketing attribute including parameters that define how the marketing object container can be used in a marketing presentation;
        binding at least one marketing object to the marketing object container; and
        displaying the marketing object in the marketing object container in accordance with the parameters of the marketing attribute.

22.   A method of creating a marketing presentation in an interactive medium, comprising:
        displaying a marketing object container on a display medium;
        in response to a selection of the marketing object container, displaying a number of campaigns that are available to associate with the marketing object container;
        selecting a campaign to apply to the marketing object container;
        displaying a plurality of offers that are compatible with the selected campaign; and
        selecting at least one offer for placing in the marketing object container.

23.   A system of providing an electronic marketing presentation, comprising:

a processor configured to display a marketing object container; the processor also being configured to facilitate associating an attribute with the marketing object container; and selecting at least one marketing object for being associated with the marketing object container; and

a memory coupled with the processor, the memory being configured to provide the processor with instructions.

24.   A computer program product for providing an electronic marketing presentation, comprising:

computer code displaying a marketing object container;

computer code associating an attribute with the marketing object container;

computer code selecting at least one marketing object for being associated with the marketing object container; and

a computer readable medium that stores the computer codes.

25.   The computer program product of claim 24, wherein the computer readable medium is selected from the group consisting of CD-ROM, floppy disk, tape, flash memory, system memory, hard drive, and data signal embodied in a carrier wave.